

CALIFORNIA DEPARTMENT OF CHILD SUPPORT SERVICES

P.O. Box 419064, Rancho Cordova, CA 95741-9064



September 11, 2002

PIO LETTER: 02-01

LCSA PUBLIC INFORMATION OFFICERS

Reason for this Transmittal

- ☐ State Law or Regulation Change
- ☐ Federal Law or Regulation Change
- ☐ Court Order or Settlement Change
- ☐ Clarification requested by One or More Counties
- ☒ Initiated by DCSS

SUBJECT: PUBLIC INFORMATION OFFICERS ORIENTATION MEETING

The California Department of Child Support Services will hold a local child support agency (LCSA) Public Information Officers' (PIOs) Orientation meeting on Thursday, September 26, 2002, at the Department of Child Support Services in Rancho Cordova. The meeting will be held from 10:00 a.m. to 3:30 p.m. in the second floor conference room. You are invited to attend.

The PIO meeting agenda will cover the following topics: State DCSS' Media Relations Procedures, Statewide Reporting Structure, Media Protocols, and Statewide Media Relations Materials. A standing Media Relations Steering Committee will be organized. An agenda is provided for your information.

There is a \$15 registration fee (cash only) which includes coffee service in the morning and lunch. The registration fee is due at the registration desk on the day of the meeting. ***Please RSVP by Thursday, September 19, 2002.*** E-mail or fax RSVPs to Office of Public Affairs at (916) 464-5188 or (916) 464-5495 (FAX) or email: Mike.Botula@dcss.ca.gov.

A map for the Rancho Cordova area is also provided. We request that only staff with Public Information/Media responsibilities attend the meeting. If you have any additional questions, please contact me at (916) 464-5188 or Mike.Botula@dcss.ca.gov. Staff may also contact, Lynn Cavanaugh, Assistant PIO, at Lynn.Cavanaugh@dcss.ca.gov.

Sincerely,

MICHAEL K. BOTULA
Assistant Director
Office of Public Affairs
cc: IV-D Directors

Attachments (2)

DCSS-PA-2002-NEW-0001



DO YOUR PART TO HELP CALIFORNIA SAVE ENERGY
For energy saving tips, visit the DCSS website at
www.childsup.cahwnet.gov

LCSA PIO Orientation Meeting Agenda

Thursday, September 26, 2002

9:30 am	Registration Desk Opens
10:00 – 10:20 am	Introductions – Mike Botula, Assistant Director Welcome – Curtis Child, Director Carole Hood, Chief Deputy Director
10:20 – 11:00 am	Media Relations Program: Concept Paper – Lynn Cavanaugh, Assistant PIO Statewide Media Relations Procedures – Mike Botula, Assistant Director <ul style="list-style-type: none">• Statewide Structure• Reactive and Proactive Protocols• Sample Media Materials• Child Support Handbook
11:00 – 11:15 am	BREAK
11:15 – 11:45 am	Role of the LCSA Public Information Officer: Caroline Kelley, PIO Contra Costa DCSS
11:45 – 12:00 noon	Department Image: Logo & Slogan Development - Lynn Cavanaugh, Assistant PIO
12:00 – 1:00 pm	LUNCH
1:00 – 1:45 pm	Dealing with the News Media: <ul style="list-style-type: none">• “How the Media Views Your Story” – Mike Luery – Deputy Director of Communications, Department of Consumer Affairs
1:45 – 2:00 pm	BREAK
2:00 – 3:00 pm	Media Relations Steering Committee: <ul style="list-style-type: none">• Organizational Meeting
3:00 – 3:30 pm	Closing Remarks – Mike Botula, Assistant Director

FROM:

**Sacramento International Airport -
- SMF
6900 Airport Boulevard
Sacramento, CA
95837-1109 US**

TO:

**Department of Child Support
Services – 2ND Floor
Rancho Cordova, CA**

Total Distance: 26.87 miles

Total Estimated Time: 38 minutes

DIRECTIONS	DISTANCE
1: Start out going North on AIRPORT BLVD by turning left.	0.25 miles
2: Turn RIGHT onto EARHART DR.	0.38 miles
3: Stay straight to go onto AIRPORT EXIT.	0.15 miles
4: Turn SLIGHT RIGHT onto AIRPORT EXIT.	0.31 miles
5: Turn SLIGHT LEFT onto AIRPORT BLVD.	0.83 miles
6: Take the I-5 S ramp towards SACRAMENTO/YUBA CITY.	0.22 miles
7: Merge onto I-5 S.	9.50 miles
8: Take the exit.	1.08 miles
9: Merge onto CAPITAL CITY FRWY.	1.39 miles
10: Stay straight to go onto US-50 E.	11.12 miles
11: Take the ZINFANDEL DRIVE exit.	
12: Turn RIGHT onto ZINFANDEL DR.	
13: Turn LEFT onto INTERNATIONAL DR.	